

## CHAPTER I INTRODUCTION

### A. Background of the Study

Bandung is one of the largest cities in Indonesia which is interesting to be visited by people not only from Indonesia but also from other countries. Most people who visit Bandung want to taste either traditional food or international food. That is why there are many restaurants in Bandung, and it can be an advantage for a restaurant to vary their special food to make customers choose it. In order to win the competition, restaurants should provide the best quality food.

Besides providing the foods, restaurant should provide a good service too. For that reason, the service should be unique to attract customers. To win customers, a restaurant should provide a good service by training their employees, especially the waiters and the waitresses.

The role of waiters and waitresses is very important in a restaurant. In order to give good service to the customers, they must be capable of describing the menu very clearly. In Gambrinus German Pub and Restaurant, there are only waitresses. The waitresses are expected to be

able to speak English when describing the menu because most of the customers are foreigners and the menu is written in English. Besides communicating in English, the waitresses should know every word that is written in the menu, so that they can describe the menu to the customers appropriately.

Furthermore, the waitresses should also be able to translate the menu into Indonesian because some of the customers are Indonesians. Although some of them can communicate in English, not all of them are able to understand the meaning of some of the words written in the menu.

## B. Statement of the Problem

During my apprenticeship at Gambrinus German Pub and Restaurant, I encountered some problems that are interesting to be discussed. The core problem that I want to discuss is I could not explain the menu properly because of:

1. The lack of vocabulary about food that made me hard to explain the menu to the customers.
2. The inability to translate the menu in English into Indonesian when some of the Indonesian customers asked me about it, this makes them confused.

### C. Objectives and Benefits of the Study

Related to the problems, the objectives of this study are:

1. To find out how the lack of vocabulary affects the service quality.
2. To find out how important the ability of translating the menu from English into Indonesian is when doing the apprenticeship at Gambrinus German Pub and Restaurant.
3. To find out the best solution to solve the problem I faced during my apprenticeship at Gambrinus German Pub and Restaurant.

The Benefits of this study are:

- For me:

To know the best solution for solving the problems.

- For Gambrinus German Pub and Restaurant:

To know how important mastering English for the waitresses to improve their service quality.

- For readers:

To know that mastering English can improve service quality in Gambrinus German Pub and Restaurant.

### D. Description of the Institution

Gambrinus German Pub and Restaurant was established in 1989 by Ulrich Netidenthal. The name of Gambrinus was taken from German which

means the king of beer. At first, Gambrinus German Pub and Restaurant was located on Jalan Sindang Sirna. When it was opened, Gambrinus only served guests who were friends of the owner. Nevertheless, after the owner realized that there was an opportunity to introduce the restaurant to other people, he opened the restaurant for public.

In 1996, Gambrinus German Pub and Restaurant moved to Jalan Suria Sumantri No. 59. Formerly, Gambrinus had two outlets. The first was the German outlet which sold German and European food with European atmosphere. The second was The Curry Kitchen, which sold Indian food. However, now the two outlets have been combined and become one. They sell Indian food and European food with Indian atmosphere.

Besides , Gambrinus also provides Buffet All You Can Eat every Saturday. Now, Gambrinus is completed with the Internet facility, so that if you want to go online, you can use this facility for free.

In 2003, Gambrinus German Pub and Restaurant opened a new branch at Preanger Hotel. Unfortunately, the branch's sales decreased. As a result, the owner finally decided to operate only one restaurant.

#### E. Limitation of the Study

My paper will only deal with how to improve the service quality by mastering English vocabulary and translating skill. The study will concern

with the problems I faced when I did my apprenticeship for one month and also the solutions to the problems. The data are gained from interviewing some waitresses and customers. Moreover, I did some library research, used my apprenticeship journal, and browsed the Internet.

#### F. Organization of the Term Paper

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. The Abstract is followed by the Preface, in which I acknowledge the work and contribution of others. After that, there is a Table of Content, then the five chapters:

Chapter I is the Introduction of the study

Chapter II contains of the theories from library research

Chapter III deals with the causes and the effects of the problems

Chapter IV contains of potential solutions to the problems

Chapter V is the Conclusion

In the last part, I present the Bibliography and the Appendices.